



Rain Barrel Communications

Speaking the Language of Development & Social Justice

Communication for, with and about children and adolescents

*An inclusive, inspirational and interactive workshop for everyone
who works with children of all ages*

In this 5-day workshop, participants will learn how to:

- Use communication to listen and engage with children, adolescents and their families
- Reach and include the ones that are the most marginalized, including children living with disabilities
- Co-create culturally and developmentally appropriate communication for, with and about them
- Support and strengthen children's resilience in stressful times
- Use digital and real time communication to inform, monitor and document the communication

Our workshop is designed to nurture the capacity of adolescents and adults to generate and co-create stories that model resiliency, creativity and equity. Actual prototype communication materials will be produced by groups of participants in diverse media, ranging from books or other print materials to audio-visual shorts to series.

The workshop is guided by the latest research in holistic and inclusive child development, and by technological advances that allow us to engage in participatory communication with marginalized children and their families.

Workshop participants will draw on themselves and their social media networks to identify and analyse challenges, perceptions and solutions relevant to the psycho-social, health, education and protection issues they work with. By co-creating and communicating their unique stories collaboratively and effectively, they will strengthen their confidence and competence, focusing on solution-based stories and models of engagement.

The workshop facilitators have vast experience in producing international standard communication and media in over 30 countries, by working directly with adolescents and youth, and by facilitating the capacity strengthening of a range of programme and media professionals.

Barbara Kolucki is the lead facilitator. She has more than three decades of experience facilitating innovative and inspirational workshops on children's media, and was among the pioneers of *Sesame Street*, integrating children and adults with disabilities into all their productions and outreach. Barbara is the co-author of UNICEF's *Communicating with Children: Principles and Practices that Nurture, Inspire, Excite, Educate and Heal* (<http://www.unicef.org/cwc>). She has pioneered a C4D/Production Master Class in providing participants with a foundation in how the latest research has and can be translated

into practical, entertaining and educational communication. She will also cover topics including best practices in communicating with and about children with disabilities and expose participants to a wealth of communication examples from around the world. She will guide the production of prototypes, especially for the youngest children. Barbara is a collaborative leader who builds qualified motivated individuals and teams.

Tomas Jensen is a social and behaviour change communicator with 18 years' experience focusing on the developmental rights, needs and opportunities of children and adolescents. He specializes in the use of participatory communication methodologies and participants' own digital networks. Tomas is also the co-author of '*A Process Model of Co-Creation as an Approach to Information Systems Development*' which in 2018 won the best paper award at the 27th International Conference on Information Systems Development, in Lund. Tomas will cover how participants with a defined strategy can use social media and the web to research communication needs and opportunities and how to use this information together with simple co-creation tools to produce engaging media prototypes. He will also cover how participants can use their own social media networks to identify and engage key influencers and communicators to distribute media, and how to monitor communication reach, engagement and impact.

To schedule this workshop for your organization or company, contact:
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